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## I Scream, You Scream, We all Scream for Ice Cream

By Lindsay Cook - 17 Jul 2007

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It's National Ice Cream Month and the party starts at BYU on Thursday.

In celebration, ice cream cones can be purchased for 50 cents at all BYU Creamery locations: Sugar n' Spice in the Wilkinson Center's Cougareat, Creamery on Ninth East, Creamery next to Deseret Towers, Wymount Creamery and Wyview Creamery.

In 1984, President Reagan designated July as National Ice Cream Month and appointed the third Sunday as National Ice Cream Day. In his proclamation, he called for all people in the United States to observe the events with "appropriate ceremonies and activities."

Since BYU creamery locations are closed on Sunday, campus celebrations have been re-scheduled for later this week on Thursday.

Reagan recognized ice cream as a fun and nutritious food enjoyed by almost 90 percent of the nation's population, and believe it or not he was right. Ice cream is nutritious and otherwise good for the body. Even if it is a little heavy on the sugar and calories, its base ingredient is milk, which is loaded with healthy vitamins and minerals.

The BYU Creamery began in 1949, first providing milk for the university.

Soon after, the Creamery produced ice cream and other dairy products, the reason the BYU Creamery name is so renown today. Creamery ice cream contains 2 to 4 percent more butterfat than other brands, making it a favorite with consumers.

In the early days of the BYU Creamery, around 1950, ice cream was sold in quart cartons for about 19 cents, said Chris Justice, spokesman for BYU Creamery. Today a scoop sells for \$1.59 and a half-gallon carton of vanilla sells for \$3.47. Despite the price increase, the daily consumption amount of BYU ice cream is 75 to 90 gallons. Not to mention, BYU football fans

consumption amount of BYU ice cream is 75 to 90 gallons. Not to mention, BYU football fans still manage to consume 180 gallons of ice cream during each home game.

The top-selling flavor at BYU Creamery locations is vanilla, LaVell's Vanilla that is.

Other flavors are named after significant people to the university such as Brigham's Beehive Crunch named after Brigham Young, Ernestly Chocolate named after Ernest Wilkinson at the Wilkinson Center rededication, and LaVell's Vanilla named after LaVell Edwards.

### **Ice Cream Facts:**

- \* According to the International Dairy Foods Association, the United States ice cream industry generates more than \$21 billion in annual sales and provides jobs for thousands of U.S. citizens.
- \* Nine percent of all the milk produced by U.S. dairy farmers is used to produce ice cream.
- \* Average number of licks to finish a single scoop cone: 50
- \* More ice cream is sold on Sunday than any other day of the week.
- \* Children, ages 2 through 12, and adults over age 45, eat the most ice cream.
- \* The U.S. enjoys an average of 48 pints of ice cream per person, per year, more than any other country.
- \* It takes 12 pounds of milk to make just 1 gallon of ice cream.
- \* Most popular flavor: vanilla, with chocolate coming in second.
- \* Immigrants at Ellis Island were served vanilla ice cream as part of their Welcome to America meal.
- \* One of the major ingredients in ice cream is air. Without it, the stuff would be as hard as a rock.
- \* Among the most unusual flavors of ice cream ever manufactured are avocado, garlic, azuki bean, jalapeno and pumpkin. Perhaps the weirdest of all: dill pickle ice cream, which was marketed to expectant mothers.
- \* One out of every five ice cream eaters share their treat with their dog or cat.
- \* According to the Guinness Book of World Records, the biggest ice cream sundae in the world was made in Alberta, Canada, in 1988. It weighed nearly 55,000 pounds. The same year, a baking company and a sheet-metal firm in Dubuque, Iowa, teamed up to produce the world's largest ice cream sandwich, which tipped the scales at nearly 2,500 pounds.
- \* The world's top five consumers of ice cream in order are USA, New Zealand, Denmark, Australia, Belgium/Luxembourg.
- \* Approximately 13 percent of men and 8 percent of women admit to licking the bowl clean after eating ice cream.

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\* One out of every five ice cream eaters binge on ice cream in the middle of the night.



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